HOW MANY TIMES A DAY

DO YOU INHALE?

50? 100? 200?

IF YOU'RE AN AVERAGE SMOKER
THE RIGHT ANSWER IS OVER 200!

Yes, 200 times every day your nose and throat are exposed to irritation...
200 GOOD REASONS WHY YOU'RE BETTER OFF SMOKING PHILIP MORRIS!

NO CIGARETTE HANGOVER means MORE SMOKING PLEASURE!

PROVED definitely milder...
PROVED definitely less irritating than any other leading brand...
PROVED by outstanding nose and throat specialists.
YES, you'll be glad tomorrow... you smoked PHILIP MORRIS today!

CALL FOR PHILIP MORRIS

212 M'

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213 M

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213 M'

HOW MANY TIMES A DAY DO YOU INHALE?

If you're an average smoker the right answer is over 200!

Yes, 200 times every day your nose and throat are exposed to irritation—200 good reasons why you're better off smoking PHILIP MORRIS!

CALL FOR PHILIP MORRIS

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